

PRIVACY POLICY

Our offer shall be governed by the Swiss data protection law pursuant to the Swiss Data Protection Act (DSG) as well as possibly applicable foreign data protection law such as, in particular, the European General Data Protection Regulation (GDPR).

The following data protection rules shall apply to the online offers under www.gomomgo.com.

GoMomGo is an internet platform for pregnant women and mothers. The internet platform offers sports programs for safe exercise, a knowledge database and coaching services.

1. CONTROLLER AND CONTACT

The controller in terms of the GDPR and other data protection rules shall be:

GoMomGo AG

Keltenstrasse 4.

8125 Zollikerberg

Switzerland

For information and suggestions on the subject of data protection, please contact us at hello@gomomgo.com.

2. DELIVERY OF THE WEBSITE AND CREATION OF LOGFILES

2.1 Description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing PC.

At this, the following data will be collected:

- Information on the browser type and the version used
- The user's operating system
- The user's internet service provider
- The user's IP address
- Date and time of the access
- Websites from which the user's system is visiting our internet page
- Websites, which are accessed by the user's system via our website

The data will also be stored in the log files of our system. A storage of these data together with other personal data of the user will not take place.

2.2 Legal basis for the data processing

As far as the GDPR is applicable, Art. 6(1)(f) GDPR (legitimate interests) shall be the legal basis for the temporary storage of the data and the log files.

2.3 Purpose of the data processing

The temporary storage of the IP address by the system is necessary to allow the delivery of the website to the user's computer. For this, it is necessary to store the user's IP address for the duration of the session. Log files are used for the storage to ensure the website's functionality. Moreover, we use the data for optimizing the website and to ensure the safety (e.g. for the investigation of attempted attacks) of our information technology systems. Should a registration with a need to pay take place, the IP address will be stored to ascertain the country with the appurtenant value added tax rate. In this context, an evaluation of the data for marketing purposes will not take place.

2.4 Duration of the storage

Any data will be deleted as soon as they are no longer required for achieving the purpose of their collection. In the case of storage of the data in log files, this is the case after 365 days at the latest.

2.5 Possibility of objection and removal

The collection of the data for the delivery of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object.

3. UTILISATION OF COOKIES AND PLUGINS

3.1 Description and scope of data processing

Our website uses cookies. Cookies are text files, stored in the internet browser respectively stored by the internet browser on the user's computer system. If a user accesses a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic string allowing a unique identification of the browser should the website be accessed again.

We use cookies to make our website more user-friendly (so-called technically necessary cookies). Some elements of our website require that the calling browser can be identified even after a new page has been opened. In addition, we use on our website cookies, which allow an analysis of the user's surfing habits (so-called analysis cookies).

This web page uses Google Analytics, a web analysis service provided by Google Inc. (in the following mentioned as Google). Google Analytics uses cookies, i.e. text files, which are stored on your computer and which allow an analysis of your utilisation of the web page. In general, the information on your utilisation of this web page generated by the cookie, is transferred to a Google server in the USA and stored there. At the request of the operator of this website, Google will use this information to analyse your utilisation of the website, to compile reports on the website activities and to provide other services to the website operator in connection with the usage of the website and the usage of the internet. The IP address, which your browser transmits in the course of Google Analytics, will not be merged with other data from Google.

On our website, there are Plugins of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. You can recognise the Facebook plugins at the Facebook logo or the "Like-button" ("Like") on our page.

Here, you will find a summary of the Facebook plugins:

<http://developers.facebook.com/docs/plugins/>. When you visit our website and have given your consent, a direct connection is established between your browser and the Facebook server via the plugin. By this, Facebook will get the information, that you have visited our page with your IP address. If you are clicking on the Facebook “Like-button” whilst you are logged into your Facebook account, you can link the content of our pages on your Facebook profile. By this, Facebook can attribute the visit of our pages to your user account. We would like to point out that we, as the provider of the pages, will not be made aware of the content of the transmitted data as well as their utilisation by Facebook. You can find more information on this in Facebook's privacy policy available at <https://www.facebook.com/policy.php>

This web page uses the retargeting function (incl. Facebook Pixel, Custom Audience and Lookalike Audience) of Facebook Ireland Limited. The function is used to present interest-based advertisements to website visitors within the Facebook advertising network. A cookie is stored in the browser of the website visitor, which makes it possible to recognise the visitor when they access websites that belong to the Facebook advertising network. On these sites, the visitor may be presented with advertisements that relate to content that the visitor has previously viewed on websites that use Facebook's retargeting feature. Should you not wish to use Facebook's retargeting function, you can deactivate it in general, by making the corresponding settings under <http://www.facebook.com/settings/?tab=ads>.

Functions of the internet service Instagram are integrated on our website. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. If you are visiting our website and have given your consent, a direct connection between your browser and the Instagram server will be established via the plugin. By this, Instagram will get the information that you have visited our website with your IP address. If you are clicking on the Instagram button whilst you are logged into your Instagram account, you can link the content of our pages with your Instagram profile. By this, Instagram can attribute the visit of our pages to your user account. We would like to point out that we, as the provider of the pages, will not be made aware of the content of the transmitted data as well as their utilisation by Instagram.

You can find more information on this in Instagram's privacy policy available at <https://help.instagram.com/519522125107875>.

For the integration of the videos on our web page we use vimeo.com, offered by Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA. Should you visit one of our web pages, in which a Vimeo video is integrated, your IP address as well as the date and the time of the access to the video will be transmitted to Vimeo's server. Should you have logged in at the same time as a user of Vimeo, Vimeo may link the data collected by this with your user account. GoMomGo users of fee-based programs will get one point for each completed training. You only get this point, if you have watched at least 75 per cent of the training video.

You can find more information on this in Vimeo's privacy policy available at <https://vimeo.com/privacy>.

Google, Facebook, Instagram and Vimeo are members of the so-called Privacy Shield and offer an adequate level of data protection in accordance with the GDPR and the DPA in the event of a transfer of personal data to the USA. You can access the adequacy decision of the European Commission [here](#) and the guideline to the Privacy Shield of the Federal Data Protection and Information Commissioner (in German) [here](#).

3.2 Legal basis for the data processing

As far as the GDPR is applicable, Art. 6(1)(f) GDPR (legitimate interests) shall be the legal basis for the processing of personal data using technically necessary cookies and for the processing of personal data in the context of Vimeo's integration.

In the event of an applicability of GFDPR, Art. 6(1)(a) GDPR (consent) shall be the legal basis for the utilisation of cookies for analysis purposes and plugins of Google, Facebook and Instagram. You have the right to revoke your consent and adjust cookies at any time.

3.3 Purpose of data processing through the use of cookies

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some functions of our website cannot be provided without the use of cookies. For these, it is necessary that the browser will still be recognised after a switch to another page. These purposes also constitute our legitimate interests in processing the personal data pursuant to Art. 6(1)(f) GDPR.

The purpose of the integration of Vimeo is the offering of our services to the users. This also constitutes our legitimate interests in processing the personal data pursuant to Art. 6(1)(f) GDPR.

The utilisation of the analysis cookies is for the improvement of our website and its content. From the analysis cookies we learn, how the website is used and by this, we can constantly optimise our offerings. In addition, we use the analysis cookies and the corresponding plugins from Facebook and Instagram for advertising purposes in order to present you with advertisements via these social media.

3.4 Duration of the storage, possibility of objection and removal

Cookies are stored on the user's computer and transferred by this to our website. Therefore, you as the user have the full control over the utilisation of cookies. By changing the settings in your internet browser, you can deactivate or restrict the transmission of cookies. Already stored cookies can be deleted at any time. This can also take place in an automated manner. If cookies are deactivated for our website, it may no longer be possible to use all the functions of the website to their full extent.

4. NEWSLETTER

4.1 Description and scope of data processing

Registration for the newsletter takes place when you sign up for a free week. Users of a fee-based program are also included in the newsletter distribution list. You can unsubscribe from this at any time.

The transmission of the newsletter will take place via Mailchimp, a newsletter transmission platform of the US based provider The Rocket Science Group, LLC 675 Ponce de Leon Ave NE Suite 5000 Atlanta, GA 30308 USA.

The email addresses of the recipients of our newsletter will be stored on the servers of Mailchimp in the USA. Mailchimp uses this information for the transmission and analysis of the newsletter on our account. In addition, Mailchimp may, according to their own information, use these data for the optimizing or improvement of their own services, e.g. for the technical optimizing of the transmission and the presentation of the newsletter or for commercial purposes to determine from which countries the recipients come. You can find more information on this in Instagram's privacy policy available at <https://mailchimp.com/legal/privacy/>.

Google, Facebook, Instagram and Vimeo are members of the so-called Privacy Shield and offer an adequate level of data protection in accordance with the GDPR and the DPA in the event of a transfer of personal data to the USA. You can access the adequacy decision of the European Commission [here](#) and the guideline to the Privacy Shield of the Federal Data Protection and Information Commissioner (in German) [here](#).

4.2 Legal basis of the data processing

As far as the GDPR is applicable, Art. 6(1)(f) GDPR (legitimate interests) shall be the legal basis for the processing of the data after the user has subscribed to the newsletter.

4.3 Purpose of the data processing

The collection of the user's email address is for the delivery of the newsletter.

4.4 Duration of the storage

Any data will be deleted as soon as they are no longer required for achieving the purpose of their collection. The user's email address is therefore stored as long as the subscription of the newsletter is active.

4.5 Possibility of objection and removal

The subscription of the newsletter can be cancelled by the user concerned at any time. For this purpose, you will find a corresponding link in each newsletter or contact us via the details in section 1 "Controller and contact".

5. Social Media

GoMomGo is present in social networks to maintain communication with our clients and interested parties as well as to inform them about our offerings.

The data of the users of these networks are mainly processed for information and advertising purposes. Cookies are created which allow us to create usage profiles based on the interests of the users. Then, the usage profiles are used e.g. to place advertisements across the social networks and on third party websites.

Social networks may process personal data of the users outside the European Economic Area. In the event, that a provider is certified according to the EU-U.S.-Privacy Shield, they have committed to comply with the data protection standards of the European Union. The same applies to the Swiss-U.S.- Privacy Shield with regard to the Swiss standards.

We base our data processing on Art. 6(1)(f) GDPR, because of our legitimate interests in providing users with effective information and communicating with users. The legal basis for the data processing carried out by the social networks under their own responsibility can be found in the privacy policy of the social network concerned. Under the following links you will get additional information (including the possibilities to object).

Data protection enquiries are best made directly to the respective social network so that the enquiry can be processed as efficiently as possible. The respective social network can access the requested data and can take action accordingly.

- Facebook (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)

- Facebook fan pages on the basis of an **agreement on the joint processing of personal data**
- Privacy policy: <https://www.facebook.com/about/privacy/>
- Opt-Out: https://www.facebook.com/adpreferences/ad_settings/?entry_product=account_settings_menu and <http://www.youonlinechoices.com>
- EU-U.S. Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>.
- Instagram (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)
 - Privacy policy: <https://help.instagram.com/519522125107875>
- Google/ YouTube (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland)
 - Privacy policy: <https://policies.google.com/privacy>
 - Opt-Out: <https://adssettings.google.com/authenticated>
 - EU-U.S. Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.
- Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA.
 - Privacy policy: <https://vimeo.com/privacy>
 - EU-U.S. Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt000000008V77AAE&status=Active>
 - Opt-Out: https://vimeo.com/cookie_policy

5. REGISTRATION

5.1 Description and scope of data processing

On our internet page, we provide our users with the opportunity to register by entering personal data. At this, the data will be entered into an input mask,

transmitted to us and stored. The data will not be shared with third parties. In the course of the registration process, the following data will be collected:

- First name and surname
- Address
- Email address
- User name
- Password
- Calculated date of confinement (only for users of the pregnancy program, so that the training can be aligned to the week of pregnancy.)

After the registration, the user can voluntarily enter data from physical measurements (e.g. weight, abdominal girth).

5.2 Legal basis for the data processing

As far as the GDPR is applicable, Art. 6(1)(a) and (b) GDPR shall be the legal basis for the collection and processing of the data collected during the registration. Art. 6(1)(f) GDPR shall be the legal basis for any advertisement directed to existing clients.

5.3 Purpose of the data processing

For the performance of a contract with the user or for the performance of pre-contractual measures, a registration of the user is required. This means inter alia, that we need these data to deliver the online programs to the user and to make out an invoice for these. In the pregnancy program the user enters the calculated date of confinement so that the training unit corresponds to the current week of pregnancy.

In addition, we use contact data for advertisement directed to existing clients. This means that we inform our users even after the end of the program on novelties, prize games and surveys. These emails contain an unsubscribe link.

5.4 Duration of the storage

Any data will be deleted as soon as they are no longer required for achieving the purpose of their collection. This is the case for data collected during the registration process for the performance of a contract or for pre-contractual measure, if data are no longer required for the performance of the contract. Even after the conclusion of a contract a requirement for the storage of the party to the contract's personal data may exist to meet contractual or statutory obligations. For the advertisement directed to existing clients as described in 5.3, contact data will be stored even after the end of the contract.

6. UTILISATION OF OUR OFFERINGS

6.1. Collection and processing of data

In the course of the utilisation of our online offer, in addition, personal data will be processed to the required extent (e.g. in the ranking, the participation in prize games or in the collection of comments and evaluations). Moreover, users may voluntarily give additional information which are used for a summary. Without mentioning the name, e.g. the number of kilograms lost of the GoMomGo community will be shown. At this, conclusions about persons are impossible. The legal basis is Art. 6(1)(a) and (b) GDPR.

6.2 Disclosure of data to third parties

In the course of the order data processing data may be processed by service providers. We have mentioned some of these service providers (so-called third parties) in this privacy policy. But we also may work together with other service providers, inter alia with data processing centres, software providers, IT service providers as well as consulting firms. These service providers were carefully chosen and instructed by us. They are contractually bound to our instructions and have the suitable technical and organizational measures in place.

Should these service providers process your data outside the European Union or Switzerland, this may result in a transfer of your data to a country with a less stringent data protection standard. In such cases, we ensure, that the

relevant service providers contractually or otherwise guarantee an equivalent data protection level (for example with a certification of the service provider according to the EU-US or Swiss-US Privacy Shield).

7. CONTACT FORM AND EMAIL CONTACT

7.1 Description and scope of data processing

The contacting is possible via the provided email address. In this event, the user's personal data transferred with the email will be stored.

The data will only be used for the processing of the conversation.

7.2 Legal basis for the data processing

In the event of the user's consent, the legal basis for the processing of the data shall be Art. 6(1)(a) GDPR.

The legal basis for the processing of the data, which are transferred in the course of a transmission of an email, shall be Art. 6(1)(a) GDPR. If the email contact aimed to the conclusion of a contract, the additional legal basis for the processing shall be Art. 6(1)(b) GDPR.

7.3 Purpose of the data processing

In the event of a contacting via email this shall also be the required legitimate interest in the processing of the data.

7.4 Duration of the storage

Any data will be deleted as soon as they are no longer required for achieving the purpose of their collection.

7.5 Possibility of objection and removal

At any time, the user has the possibility to revoke their consent to the processing of the personal data. Should the user contact us via email, they

may object to the storage of their personal data at any time. In such an event, the conversation cannot be continued.

In this event, any personal data, which were stored in the course of the contacting, will be deleted.

8. RIGHTS OF THE DATA SUBJECT

Should your personal data be processed, you are – as far as the GDPR is applicable – a data subject in terms of the GDPR and you have the following rights towards the controller:

8.1 Right of information

You may request from the controller a confirmation whether personal data concerning you are processed by us.

Should such a processing be given, you are entitled to request information with regard to the data concerning you and processed by us.

8.2 Right of rectification

You are entitled to demand a rectification and/or completion towards the controller as far as the processed personal data concerning you are incorrect or incomplete. The controller has to carry out the rectification without further delay.

If we have disclosed your data to third parties, we will inform these about the rectification as far as this is prescribed by law.

8.3 Right to restriction of processing

You may request the restriction of the processing of personal data concerning you under the following conditions:

- If you are disputing the accuracy of the personal data concerning you for a period of time, which enables the controller to confirm the accuracy of the personal data;
- If the processing is illegal and you object to the erasure of the personal data and instead request the restriction of the utilisation of the personal data;
- If the controller no longer needs the personal data for the purposes of processing, but you need it for the assertion, exercise or defence of legal claims; or
- If you have objected to the processing pursuant to Art. 21(1) GDPR and if it is not ascertained yet, whether the legal interests of the controller outweigh your reasons.

Was the processing of your personal data restricted, these personal data may only be processed in a restricted manner (i.e. in particular for the assertion of legal claims or with your consent).

Was the processing restricted according to the abovementioned requirements, we will inform you prior to the removal of the restriction.

8.4 Right to erasure

You may request from us the erasure of the relevant personal data concerning you without further delay. We are obliged to erase these data without further delay. Please bear in mind that the right to erasure is subject to restrictions. For example, no data may be erased that we still have to retain due to legal retention periods.

If we have disclosed your data to third parties, we will inform these about the erasure as far as this is prescribed by law.

8.6 Right to data portability

As far as and insofar the GDPR is applicable, you have the right to receive the personal data concerning you and which you have provided to us, in a structured, commonly used and machine-readable format Above and beyond

you have the right to transfer these data to another controller without any hindering by the controller, who was provided with the personal data.

8.7 Right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data relating to you which is carried out on the basis of Article 6(1)(e) or (f) GDPR.

If the personal data concerning you is processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling, insofar as it is related to such direct marketing.

8.8 Right to revoke the declaration of consent under data protection law

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent shall not affect the lawfulness of the processing carried out on the basis of the consent until revocation.

8.9 Right to lodge a complaint with a supervisory authority

You have the right to lodge a complaint with a supervisory authority, in particular in the member state of your place of residence, your workplace or the place of the alleged violation, if you take the view, that the processing of personal data concerning you is violating the GDPR.

The supervisory authority for the data protection in Switzerland is the **Federal Data Protection and Information Commissioner** (FDPIC).